

Message Text

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INFO OCT-01 ISO-00 PRS-01 SS-15 /031 R

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APPROVED BY ARA/PPC:PBJOHNSON
ARA:JKEANE

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TO AMEMBASSY BUENOS AIRES PRIORITY
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FOR AMBASSADOR TERENCE A. TODMAN

E.O. 11652: N/A

TAGS: SOPN

SUBJECT: PBS "MACNEIL-LEHRER REPORT" TELEVISION
APPEARANCE.

1. "THE MACNEIL-LEHRER REPORT", A NIGHTLY NEWS SHOW
PRODUCED BY PBS AND BROADCAST OVER 126 STATIONS AND
REGIONAL NETWORKS THROUGHOUT THE COUNTRY, IS INTERESTED
IN PRODUCING A PROGRAM ON U.S. RELATIONS WITH THE
SOUTHERN CONE. IF SCHEDULED, THEY WOULD LIKE TO HAVE
YOU APPEAR ON THIS LIVE 30-MINUTE PROGRAM AND TIME IT
TO COINCIDE WITH YOUR RETURN FROM YOUR CURRENT TRIP.

2. THE SHOW COVERS ONE MAJOR NEWS STORY EACH NIGHT AT
7:30 P.M., AND IS HOSTED BY ROBERT MACNEIL IN NEW YORK
AND JIM LEHRER IN WASHINGTON. IT HAS WON A LARGE AND
LOYAL AUDIENCE FOLLOWING, AND HAS BEEN CONSISTANTLY
PRAISED BY LEADING TELEVISION CRITICS LIKE SANDER VANOCUR
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IN THE WASHINGTON POST, DAVID HALBERSTAM IN THE ATLANTIC
MONTHLY, AND ARTHUR UNGER IN THE CHRISTIAN SCIENCE
MONITOR. ITS SUCCESSFUL RATINGS HAVE PROMPTED THE
COMMERCIAL NETWORKS TO CONSIDER SIMILAR HALF-HOUR, SINGLE
ISSUE PROGRAMS FOLLOWING THEIR NIGHTLY NEWS SHOWS.
QUESTIONS POSED TO GUESTS ARE IMPROMPTU, AND NOT SHOWN
TO GUESTS IN ADVANCE.

3. THE FORMAT IS A MIX OF QUESTIONS POSED BY MACNEIL AND LEHRER TO 3-4 GUESTS. THEY CONTROL THE DISCUSSION AND ARE WELL-KNOWN FOR THEIR THOUGHTFUL AND OBJECTIVE HANDLING OF ISSUES. IF YOU AGREE TO APPEAR ON THE PROGRAM, YOU WILL BE THE MAIN GUEST AND COMMAND THE LARGEST SHARE OF AIR TIME. AMBASSADOR YOUNG WAS A RECENT GUEST, AS WELL AS NUMEROUS CONGRESSMEN, SENATORS AND NATIONAL LEADERS.

4. WE CONSIDER THIS PROGRAM ONE OF THE HIGHEST PRIORITY MEDIA PLATFORMS AVAILABLE TO US. IT CAN PROVIDE THE BUREAU WITH A SOLID AND BALANCED FORUM FOR EXPLAINING OUR POLICY IN THE SOUTHERN CONE TO A SOPHISTICATED AND INFLUENTIAL NATIONAL AUDIENCE. IT CAN ALSO BE THE FIRST STEP IN A MEDIA OUTREACH STRATEGY THAT WILL OFFER YOU AND THIS BUREAU'S POLICIES BROADER AND MORE THOUGHTFUL PUBLIC EXPOSURE.

5. ACTION REQUESTED: WE WOULD LIKE YOU TO TAKE ADVANTAGE OF THE AVAILABLE FORUM. YOUR RESPONSE TO THIS REQUEST BY CABLE THIS WEEK WOULD ENABLE THE PROGRAM TO SCHEDULE THIS PRESENTATION CLOSELY FOLLOWING YOUR RETURN WHILE PUBLIC INTEREST IS STILL HIGH. WE WILL WORK OUT THE DETAILS WITH THE PRODUCERS OF THE PROGRAM AND HAVE THEM FOR YOU UPON YOUR RETURN. VANCE
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: INVITATIONS, TELEVISION BROADCASTING, PRESS CONFERENCES
Control Number: n/a
Copy: SINGLE
Sent Date: 15-Aug-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Source: CORE
Document Unique ID: 00
Drafter: JAMOORE
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770293-1250
Format: TEL
From: STATE
Handling Restrictions: n/a
Image Path:
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Legacy Key: link1977/newtext/t19770861/aaaabzkc.tel
Line Count: 94
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: ef29635a-c288-dd11-92da-001cc4696bcc
Office: ORIGIN ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 09-Dec-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1601465
Secure: OPEN
Status: NATIVE
Subject: PBS \"MACNEIL-LEHRER REPORT\" TELEVISION APPEARANCE.
TAGS: SOPN, US, (TODMAN, TERENCE A)
To: BUENOS AIRES ASUNCION
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/ef29635a-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009